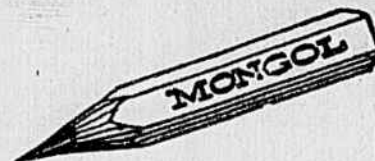


CONSERVE YOUR PENCIL



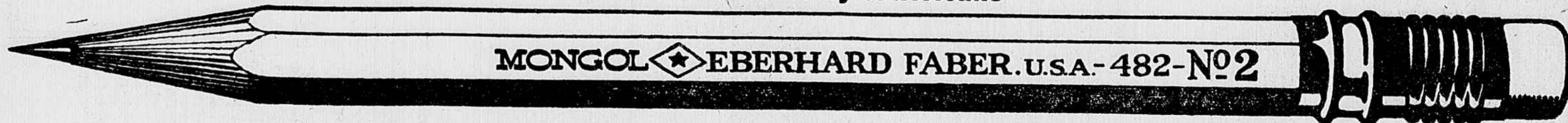
USE IT UP TO THE LAST INCH



We have been asked by the Conservation Division of the War Industries Board of the United States Government to conserve materials in the manufacture of Eberhard Faber lead pencils. Let us enlist your cooperation in this same praiseworthy effort. *Don't use a half or two-thirds of your Van Dyke or Mongol Pencil and throw the rest away.*

Use it up until there is nothing but a short stub left. *Don't cut off* part of a new pencil so it will fit your pocket better, and *don't make a long point* in sharpening it so that it will break off easily. In short—*don't waste*. Get *one hundred per cent. value* out of every pencil you buy, and buy *only pencils that have one hundred per cent. value*.

Made In America by Americans



EBERHARD FABER

ESTABLISHED IN NEW YORK---1849
OLDEST PENCIL FACTORY IN AMERICA

Manufacturers of

Eberhard Faber's VAN DYKE Pencils
Eberhard Faber's MONGOL Pencils
Eberhard Faber's COMMERCE Pencils
Eberhard Faber's STAR Pencils
Eberhard Faber's PENHOLDERS, etc.

TRADE MARK



SERVICE—QUALITY

Manufacturers of

Eberhard Faber's RUBY Erasers
Eberhard Faber's EMERALD Erasers
Eberhard Faber's CIRCULAR Erasers 1080
Eberhard Faber's COMET Erasers 1067
Eberhard Faber's Pure RUBBER BANDS, etc.

Every member of the firm of Eberhard Faber is a native born American citizen, true to the principles of his citizenship. We ask you to get it firmly in mind that every Eberhard Faber product, be it lead pencil, eraser, pen holder or rubber band, is solely and purely American.

Read the name stamped on the side of your pencils from now on. The Eberhard Faber pencils are at the top of the heap, because they have won their way to the top in fair competition. Produced in our big manufacturing plant in Brooklyn, N. Y., they have carried to all parts of the world the best slogan we could think of---

"Made in America."

We make this statement, not to secure more business. There never was a time when the Eberhard Faber factory was so busy. The demand for our pencils has increased tremendously and it is a struggle for us to keep up with our orders---for the work in hand throughout America demands the BEST PENCILS MADE.

We publish this in order that not a business man nor a school child in the United States may be in ignorance of THE NATIONALITY of the Eberhard Faber products.

To be in the first rank of industry, to have won a name that has carried to the utmost corners of the earth, to feel that years of energy and effort are being repaid with deserved success, is to know the pride of achievement.

EBERHARD FABER

NEW YORK

BOSTON—SAN FRANCISCO—CHICAGO

**BUY YOUR
LIBERTY BONDS
TODAY**